

ORDER



Orders
Order / Rev: 332595
Alt Order #:
Product Desc: YES ON 56
Estimate: 517
Flight Dates: 10/27/16 - 11/02/16
Original Date / Rev: 10/26/16 / 10/26/16
Order Type: GENERAL

CBS - Salinas, CA

Primary AE: Kristy Santiago
Sales Office: SL-L
Sales Region: LOC

Agency Name: BlueWest Media
Buying Contact:
Billing Contact:
 5130 E. 18th Ave.
 Denver, CO 80220

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Save Lives CA
Demographic: HH
Product Codes: PL02
Priority: P-4
Revenue Codes: AGY, POL, ISSUE

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/30/16	14	\$2,775.00	\$2,358.75
10/31/16	11/02/16	21	\$2,800.00	\$2,380.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	14	\$2,775.00	\$2,358.75	0.00
November 2016	21	\$2,800.00	\$2,380.00	0.00
Totals	35	\$5,575.00	\$4,738.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristy Santiago			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KION	10/27/16	11/02/16	M-F 7A-9A CBS This Morn M-F 7A-9A CBS This Morn	CM	7A-9A	MTWTF--	:30	9	\$100.00	P-2	0.00	NM	9	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---TF--		3				\$100.00		0.00			
		Week: 10/31/16	11/06/16	MTW----		6				\$100.00		0.00			
N 2	KION	10/27/16	11/02/16	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---TF--		2				\$100.00		0.00			
		Week: 10/31/16	11/06/16	MTW----		3				\$100.00		0.00			
N 3	KION	10/27/16	11/02/16	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---TF--		2				\$100.00		0.00			
		Week: 10/31/16	11/06/16	MTW----		3				\$100.00		0.00			
N 4	KION	10/27/16	11/02/16	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	---TF--		2				\$150.00		0.00			
		Week: 10/31/16	11/06/16	MTW----		3				\$150.00		0.00			
N 5	KION	10/27/16	11/02/16	M-F 5p-530p News M-F 5p-530p News	CM	5p-530p	M-W-F--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/24/16	10/30/16	----F--		1				\$300.00		0.00			

Order / Rev: 332595
 Alt Order #:
 Flight Dates: 10/27/16 - 11/02/16

Advertiser: Save Lives CA
 Product Desc: YES ON 56
 Estimate: 517

CBS - Salinas, CA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 5	KION	10/27/16	11/02/16	M-F 5p-530p News M-F 5p-530p News	CM	5p-530p	M-W-F--	:30	3	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/31/16	11/06/16	M-W----		2			\$300.00		0.00				
N 6	KION	10/27/16	11/02/16	M-F 1135P-1235A M-F 1135P-1235A	CM	1135P-1235A	MTWTF--	:30	3	\$75.00	P-2	0.00	NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/24/16	10/30/16	----F--		1			\$75.00		0.00				
	Week:	10/31/16	11/06/16	M-W----		2			\$75.00		0.00				
N 7	KION	10/27/16	11/02/16	M-F 11P-1135P News M-F 11P-1135P	CM	11P-1135P	-TWTF--	:30	4	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/24/16	10/30/16	---TF--		2			\$200.00		0.00				
	Week:	10/31/16	11/06/16	-TW----		2			\$200.00		0.00				
N 8	KION	10/27/16	10/30/16	SU Prime Hour 3 SU Prime Hour 3	CM	9P-10P	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/24/16	10/30/16	-----S		1			\$1,000.00		0.00				
Totals														35	\$5,575.00

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KION-TV Monterey-Salinas	Date: 10/26/2016
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I, **BlueWest Media**

do hereby request station time concerning the following issue:

Tax

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Thursday, October 27, 2016			Wednesday, November 2, 2016		

This broadcast time will be used by: Yes on 56-Save Lives California

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Tax

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

Yes on 56-Save Lives California

1201 J Street Suite 200, Sacramento, CA 95814

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Jim DeBoo Campaign M. Alma Hernandez Tr

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

Wednesday, October 26, 2016

Date

Mary W...

Signature

720-370-7700

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected

Chris Santiago
Signature

Chris Santiago
Printed Name

GM
Title